

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

FAMINE CAMPAIGN ROUND UP

(Prepared for the use of U.S.D.A. State Emergency Food Managers in carrying out a coordinated famine emergency program in their States.)

HOW AMERICAN FOOD REACHES THE HUNGRY

After arrival at foreign ports, life-giving food from American farms reaches the hungry and starving of Europe and Asia in many ways -- but it is reaching them.

In Europe, all countries have ration systems to help assure fair distribution. Their efficiency, of course, varies from country to country -- and in areas within countries.

In the Far East, India has a fairly good rationing and distribution system. Unfortunately, China has neither, and there is perhaps more suffering there than anywhere. Estimates are that 30 million people in liberated Chinese areas alone were on the verge of starvation in April.

Where UNRRA operates, distribution is usually good. However, countries in which UNRRA officials are located still may not be efficient in distributing their home-grown supplies. Rarely does any country have its total needs met by UNRRA. UNRRA works with foreign governments in distributing food from America and other surplus countries, and has the authority to see that the food is divided according to need.

Countries being helped by UNRRA include China, Czechoslovakia, Austria, Yugoslavia, Greece, Italy, and Poland. UNRRA is also partially involved in other areas, such as the Philippine Islands, Finland, Albania, and the Dodecanese Islands.

In most of Europe, farmers and their families are well off compared with townfolk. They can supply themselves, except in limited areas where farming is highly specialized. Even so, rural people don't have anything like their prewar diets.

Figures indicate that the black market situation in Europe varies widely from nation to nation. Where shortages are severe, this makes it tough going for the lower-income groups in cities.

Here's the distribution picture in some of the hardest-hit countries:

China -- No rationing, and poor distribution. UNRRA supplies, however being distributed through Chinese Government; soup kitchens for women, children, and the aged. UNRRA representatives observe and report on distribution. A few UNRRA supplies sold through regular commercial channels, but at a controlled price which is under the free market price.

Czechoslovakia -- Has efficient point-ration system for UNRRA food which is tied in with the ration system for home-grown foods.

Greece -- Only UNRRA food rationed. Distribution of home-grown food poor.

Italy -- Both local and import supplies rationed, but black market active anyhow. Situation complicated by problems of military occupation.

Poland -- Conditions vary widely by districts. UNRRA supplies are distributed by ration, and other supplies are rationed to miners, government workers, and other special groups. Black market supplies augment the regular ration.

Yugoslavia -- Government controls make for fair distribution, fight the black market, and control inflation. However, lack of confidence in nation's money, scarcities, transport troubles, and political factors make it hard going.

India -- Good rationing system. "Fair distribution" program among provinces in effect.

* * * *

UNRRA REPORTS

*** A locust invasion has been stemmed in Greece. UNRRA's mission in Greece dispatched 150 tons of sodium arsenate to destroy the insects. The dry season favored breeding of the locusts, but sodium arsenate was hauled in jeeps to the infested area and distributed by the handful. Food crops saved.

*** Locust outbreaks have been quelled by UNRRA specialists and materials in the wheat growing section of Honan Province, China, and in Sicily.

*** Reports from Austria apparently indicate a diet of 700 calories a day for June. Poland cables that a critical need for grain will continue until January 1947.

*** Heavy rains, floods, and the 2-day railroad strike have delayed movements of grain to several countries, including Greece and Italy, UNRRA said. June arrivals of food in Italy are certain to fall below minimum requirements of 250,000 tons, and her people are now on a 200-gram-per-day ration.

*** UNRRA's supplies for Poland, Yugoslavia, Czechoslovakia, and Greece include mine detectors as well as seed and fertilizers. European farmers must remove death-dealing land mines before they can seed their land. Around 1,000 mine detectors were rushed to the Continent this spring, and are now being issued by UNRRA, along with tractors and farm animals.

*** Dairy cattle sent to Czechoslovakia by UNRRA are concentrated on an estate near Plana, on good pasture land. Milk from the cows is rationed to the neediest children.

* * * *

WHEAT HARVEST MOVES NORTH

The first area where harvest of 1947 winter wheat is nearly complete is the north central portion of Texas, principally around Wichita Falls. The southern part of the Texas panhandle will be in full harvest within the next few days, although rains have caused some delay. Rains have also delayed harvesting in the Dallas area.

This week the harvest will move north rather rapidly into the northern high plains of the panhandle and southern Oklahoma. Some portions of south-central Kansas are now combining wheat, and cutting has started in Tennessee.

General condition of wheat varies a great deal, with some areas receiving too much rain and lack of sunshine while other areas are suffering from lack of moisture.

Winter wheat is turning as far north as the Ohio valley and is heading in New York and most of the north-central States. Recent rains in the western area of the country were beneficial to small grains but fields have been retarded by lack of sunshine and warmth.

* * * *

MAY GRAIN EXPORTS TOTAL NEARLY 600,000 TONS

During the last 11 days of May grain exports totaled an estimated 363,000 long tons, to raise the month's total to 595,000 tons (22,222,000 bushels).

Exports in May were reduced below scheduled shipments by rail strikes and flood, and approximately 250,000 tons of projected May shipments had to be carried over into June. Without interference, shipments for May would have totaled 840,000 tons.

Heavy exports of more than 1,500,000 long tons have been scheduled for June, and shipment of this volume would raise the total amount of grain shipped since last July 1 to nearly 400 million bushels. During the first 6 months of this year, shipments plus June estimates are expected to total more than 5,400,000 tons (about 200,000,000 bushels).

Shipment of the full amount will require continuous flow of grain and grain products to the limit of capacity without further interruptions or delays.

Grain exports for the first 5 months included: wheat 2,692,000 tons; flour 1,303,000 tons; corn 65,000 tons; and corn products 13,000 tons.

Largest shipments of wheat and wheat flour - about 37 percent of the total - went to UNRRA countries. Other countries, and the portion of total shipments each received, are: France, North Africa, and the French Occupation zone in Germany, 23 percent; British Empire and British German Occupation zone, 6 percent; U. S. Occupation zones, 11 percent; Brazil, 4 percent; India, 2 percent; Belgium, Portugal, Mexico, Cuba, and the Philippines, 2 percent each; Netherlands, Spain, 1 percent; and 28 countries, principally in Latin America but also some in Asia and Africa, 4 percent.

THE "FEEL" OF STARVATION

Few Americans know how it feels to be starving. But one man, Samuel Legg of Brandon, Vermont, does know.

He allowed himself to be a human "guinea pig" in a nutrition experiment conducted at the University of Minnesota. He was one of a group of young conscientious objectors who volunteered to take part in the starvation experiment from November 1944 to November 1945.

For 3 months he was on a standard American diet of 3,500 calories of good food every day. His ration was then cut to 1,800 calories --- a starvation diet. Meals consisted of potatoes, turnips, macaroni, and similar foods --- for 6 months. Mr. Legg's weight dropped from 155 to 102 pounds. But 15 to 18 pounds of this weight was due to edema --- a disease of starvation. Discounting the weight of edema fluid, his weight had dropped from 155 to about 85 pounds.

Mr. Legg says:

"Let me tell you how you would feel and look if you were starving. Edema causes your face and legs to become swollen. Water collects in your tissues, and if you are on your feet all day it goes into your legs. Your pulse becomes low, blood pressure falls, and your body temperature drops. You cannot keep warm. Your skin also changes when you do not get enough to eat. Light spots appear under your eyes, and dark splotches over your cheeks. Ridges appear in your mouth and on your tongue. Your eyes become dull and tired. Water blisters form on your back and chest. You are tired, listless, and do not care what happens. Stairs become barriers and only by hauling yourself up by use of the bannisters can you climb them. Getting up from a chair is a major operation for you."

Starvation's effects on the mind are far worse than on the body, says Mr. Legg. The only things important in life are yourself and food, food, food.

You eat in dull silence. You hate people because they can go home and get all the food they want. You wonder how anyone could have energy to exercise in any way. On seeing a boy riding a bicycle, Mr. Legg thought: "How could anyone have enough energy to ride a bicycle...he probably is going home to supper. I hate him!"

Rehabilitation meals after the experiment consisted of from 3,500 to 4,000 calories a day before any improvement took place. Scientists found that it would take from 4 to 6 months to bring him back to normal.

People in Europe, Mr. Legg says, are facing the same situation --- though not by choice. And some diets in Europe are far lower than his starvation diet.

GOVERNMENT ACTIONS

During the past week, the Department of Agriculture took the following positive action further to aid hungry people in Europe and supply adequate bread for Americans at home.

- (1) In hardship cases, USDA will loan wheat to mills in order that a steady supply of bread may reach grocers' shelves. The loaned grain, which will be replaced from this year's crop in time to meet relief shipments, will come from the 81 million bushels of wheat purchased by the Government from farmers under the 30-cent-a-bushel bonus plan. A mill may receive such wheat for flour only if there is a severe shortage of consumer flour supplies in areas served by the mill.
- (2) Farmers in 6 mid-western States are cooperating in a voluntary program to ship feed grains to feed-short areas in the Northeast and Northwest. Since the voluntary program was announced on May 31, carloads of corn, oats, and barley have been assembled for shipment into areas where feed is needed for livestock. This movement, however, cannot be large since Midwest farmers have already sold record amounts of grain.
- (3) Sixty percent of evaporated milk supplies were ordered set aside for military use and foreign relief. This action should provide about 12 million cases this month. Civilian supplies should be slightly larger than last year.
- (4) Cattle and calf slaughter quotas were reduced 15 percent because the number of cattle and calves going to market since April 28, when the quota program became effective, has been smaller than expected. The new quotas are designed to obtain better distribution of animals being marketed.
- (5) USDA announced a program for purchasing about 32 million pounds of frozen eggs for the United Kingdom. The entire quantity will be used for distribution to commercial bakers and other food manufacturers in England. Requirements total nearly 36 million pounds, but this amount may be partly filled with frozen eggs purchased earlier this year under price-support operations. This allocation will help keep in effect the British consumer-ration of fresh eggs.

* * * *

:
: NEWS DEVELOPMENTS :
:

President Truman's Famine Emergency Committee has urged Americans to slice their bread a little thinner to help meet this country's famine food commitments. Local supplies can be passed around a little more evenly if Americans reduce their flour consumption, the Committee reported.

Consumers will feel the full effect of the Government's wheat procurement during the next two months, the Committee said. The Government plan to lend wheat to flour mills may "ease the most critical situations," FEC said, "but demand will exceed supplies available to domestic consumers."

Shoppers have been urged not to over-buy or hoard the bread and flour that becomes available, as waste through spoilage may result. Instead, Americans are urged to eat more potatoes and other vegetables, which are abundant at present. And if Americans will eat less pastry, more flour will be freed for bread making.

Americans will be inconvenienced by this temporary flour shortage, but cooperation will assure every person a fair share of short supplies.

* * * *

Health conditions in Germany have taken a nose-dive due to ration cuts, Army Surgeon General Norman T. Kirk reported June 5.

German children from 3 to 6 years old are in "satisfactory nutritional condition," the report said, although some cases of rickets are developing. "Noticeable caloric deficiencies" were reported among children 10 to 18 years old. Malnutrition and vitamin deficiencies were reported, along with an upswing in cases of anemia.

Increasing absenteeism and decreased production were reported in the coal and iron section of the Ruhr, although workers there get higher rations than in other sections.

* * * *

UNRRA officials are considering a plan to send range horses abroad as work animals and for food. An UNRRA food consultant, James T. Burt, is on his way to South Dakota to discuss the plan with ranchers.

* * * *

A critical drought in the southern part of the Ukraine, USSR, has resulted in total loss of thousands of acres of grain, the ministry of agriculture reported June 5 from Moscow.

Drought must be broken within the next 2 weeks or additional large acres of grain, normally harvested at the end of July, will perish, the report stated.

Besides drought, the regions are suffering from manpower shortages --- their populations were seriously depleted by the war.

* * * *

Food will be desperately needed by the Polish people far into 1947, says Brig. C. M. Drury, head of the UNRRA mission to Poland. He stressed the fact that Poland must continue to receive outside help before it can even begin to feed its entire population. But "the Poles are not trying to rely on outside help indefinitely," Mr. Drury said. They have already made progress in getting the land back to work.

Factors hindering progress of the country were (1) a complete lack of food reserves, everything having been taken by the Germans; (2) no trade or commercial apparatus through which to distribute supplies; and (3) completely disorganized transportation.

UNRRA shipments of 80,000 tons, of wheat and of rye, saved the Poles from catastrophe. About 20,000 additional tons of grain are on the way from America.

* * * *

Intelligence reports show "an increasing number" of Japanese are dying in the Tokyo area from starvation and malnutrition, U. S. Army officers reported June 3. During April, 267 bodies were found on streets. Japanese police reported 1,291 deaths from malnutrition in the Tokyo area since November. No previous reports of deaths by starvation had been reported.

* * * *

German police dispersed a mob of 400 rioters this week in the courtyard of the palace theater where they had assembled to protest against low food rations, inadequate living quarters, and their treatment in general.

* * * *

UNRRA Director-General F. E. LaGuardia recently said on a radio broadcast: "I think we have cause in this country to go down on our knees and thank God that we are living in a country of so much abundance." LaGuardia declared that "we must continue to conserve wheat at least until the 1946 crop is all in, and fats and oils even longer than that. Still, it is a short campaign for us, but it is eternity for those overseas, for it is their lives."

* * * *

In a special broadcast in the "Help the Hungry" series, Walter Straub, Director of the Office of Emergency Food Program, declared that this country's present effort to relieve world famine represents the "greatest shipment of foods overseas in the world's history."

"The effect of our shipments," Mr. Straub said, "is to make temporary shortages, but these will not cause any of us any hardship. We will continue to eat, and to eat well....The terrible war we have fought for democracy will only be half won if we continue to let hunger reign in half the world."

While public attention has concentrated on this country's exports of wheat and flour, Mr. Straub pointed out how our exports of other food products (shipped, en route, or available for shipment) compare with goals set by the U. S. Government: Lard, 95 percent; soybean oil, 110 percent; coconut oil, 185 percent; shortening and margarine, 95 to 99 percent; soap, 100 percent; meat, 100 percent; cheese, 98 percent; evaporated milk, 98 percent; condensed milk, and other products, 95 to 97 percent.

* * * *

:	:
:	ACTION
:	:

Famine Emergency Committee

Next Famine Emergency Committee meeting is scheduled for June 24, at which time ex-President Herbert Hoover will report on his findings south of the border. Mr. Hoover returns from his South American trip June 20. FEC has said that it will function throughout the summer and up into the fall.

(A release on "why local bread shortages" which came out of the June 4 FEC meeting at the White House has been rewritten for local fill-ins.)

Victory Gardens - Home Food Preservation

Concerted drive is now on to get people to replant and replant...right on up to the last safe date in the fall. This ties in with a parallel campaign on home food preservation (information sheet attached).

Emphasis should be given late vegetables for freezing, canning, drying, and otherwise storing for winter use.

Help in pushing the program is expected from the White House right on down to local garden committees. Network radio allocations are coming up, to hit during the 3 weeks when garden stuff is most plentiful.

Plentiful Foods

Foods expected to be plentiful throughout the greater part of the country during July are: Potatoes, onions, cantaloupes, watermelons, peaches, lemons, and turkeys (heavy Toms).

The potato abundant food program is under way. Several areas do not yet have early spuds in abundance, even though we are already buying in the South. The week ending June 1 set an all-time record for number of cars shipped from producing areas -- 10,306. May 29 was an all-time high day in potato shipments, with 2,046 cars moving out of growing centers. This eclipsed greatly the two previous highs of 1,514 cars shipped on May 15, 1928 and 1,531 cars on June 24, 1943.

An abundant food program on peaches is planned, and an information sheet is in preparation.

Negro Cooperation

The WASHINGTON EAGLE, official publication of the Elks and Daughters of Elks of I. B. P. O. E. of the World, carries a top banner "Save Food and Fight Famine" across the top of the June issue, and a front-page story entitled "President Truman Urges Conservation of Food" by-lined by Alvin White, formerly of USDA.

Added to the list of 2,000 preachers and bishops asking for famine material, are now the 452 Jeanes Teachers who cover 476 counties in the South -- privately financed teachers who bring special help to Southern Negroes.

Motion Pictures

This week shipment of 35 mm. prints (theatre size) of the motion picture "Our Children", was started to State Managers. 16 mm. prints are to go to the same film libraries and depositories that have "Freedom and Famine" and "Suffer Little Children." One 16 mm. print will be sent to each State Emergency Food Manager.

The Women

National Congress of Parents and Teachers has heartily endorsed the Famine Emergency Program and offered their services in promoting it.

#

Kansas League of Women Voters gave considerable time to Famine Relief on its state convention program and local groups were urged to participate in carrying out the plans developed by the County director.

#

St. Louis Consumer Federation is sponsoring a food rally at which time the famine films will be shown and representatives of the organizations comprising the federation will be urged to book the films for local showings.

#

Nashville City Federation of Women's Clubs devoted their annual consumer meeting to the discussion of the world food situation. They also urged the showing of the famine films and continued interest in famine relief.

##

Consumer Committee of Arkansas is engaged in a "Stop Food Waste" campaign. Emphasis will be on use of abundant foods throughout the State.

* * * * *

Large-City Committee Activities

Now that organization work is accomplished in most cities, main task is to keep the attention of every individual focused on conservation. Some committees report confusion resulting from joint conservation-collection campaigns in which emphasis shifts to the collection, which is only a temporary phase of the job. Other phases, summed up in the word "Conservation" are less spectacular, more difficult, and far more important. More attention and energy must be put into explaining why conservation must be effective, how it benefits all Americans as well as the unfortunate peoples overseas, and how to conserve.

As a step in this direction, local chairmen are receiving a suggested local news release in which the mayor or other local leader asks public cooperation in easing bread shortages. Release also covers other conservation measures.

Looking Ahead -- Local chairmen may find food for thought and planning in answers given to two questions asked by assembled mayors of one State recently.

In answer to a question on future development of the famine campaign, the USDA representatives stated that the current campaign cannot be terminated as quickly as originally planned. Hoover report extended critical period at least through September. Therefore, until future needs are more definitely known, local committees should continue their work at least through the summer and be prepared to resume later if conditions require.

In indicating the part mayors are expected to play after July 1, it was stressed that mayors can offer their communities leadership in meeting any particular emergencies or issues that may arise and in helping to hold the local famine emergency committee together. For the present, mayors' cooperation is required in explaining the present bread shortage and in keeping up citizens' efforts to conserve wheat and fat products and fight all food waste.

Latest reports from big city committees told of these projects which might be duplicated in your own community:

CEDAR RAPIDS, IOWA -- Committee secretary D. D. Offringa arranged with school board for distributing pledges to all students enrolled in city schools and approached parochial schools for same cooperation. Mr. Offringa also met with local restaurant association and obtained pledge of 100-percent cooperation on reduced use of wheat, fats, and oils.

INDIANAPOLIS -- City's Junior League is giving valuable assistance on handling food conservation promotion.

MOUNT VERNON, N. Y. -- Rabbi Henry E. Kagen, chairman, met with the restaurant owners who agreed that, beginning June 3, no bread will be served except when the customer requests it. Owners said most bread is wasted by customers who do not use it at all.

ST. PAUL -- Chairman A. H. Daggett reports that the committee has a full-time publicity man, that an outstanding job has been done in getting all bread off the tables of hotels and restaurants and in reducing servings to a single slice per customer, and that special features are planned for school children.

Ex-PCW Advocates Famine Aid

Among the flood of letters pouring into the Department came this one from a New York serviceman who was himself a prisoner of war in a German PCW camp. His suggestion is one that may well be used by community famine emergency committees to dramatize the humanitarian aspects of food conservation.

"The average American's apathy toward the starving millions in other lands has made my blood boil. Strong measures must be taken to counteract the American tendency to have a myopic viewpoint.

"There are a large number of American veterans who are well aware of what it is to tighten one's belt because of lack of food. I am one of these and I know I can speak for them all when I say that starvation and its effects are not forgotten and we more than appreciate the abundance we now share. Not on our worst enemies would we wish the pangs of hunger:

"Why not utilize former prisoners to awaken the rest of the American people? You would have men from all walks of life in every State of the Union who from their own actual experience could let their neighbors know the plight of our brethren in Europe and Asia. In a cogent manner we could explain that bread is not something that goes with a meal but is a meal in itself. Who better could carry on a vituperative campaign against the outrageous waste of food to be found everywhere in this country? 'Ex-Kriegies' could prove one of your most effective weapons to combat waste. Until now I thought it neurotic to repeat horrible experiences but would be only too glad to do it for a worthwhile cause."

A Housewife Suggests --

A Columbus, Ohio housewife, disturbed by the seriousness of the food crisis as reported in her Sunday newspaper, made a very good suggestion in a letter to President Truman. "Let us make it patriotic to eat only three meals a day. No more heavy lunches at night. Drink a glass of milk, if necessary, but leave off the sandwich....Many people in Europe are eating less per day, than the average American is served as 'refreshments' each evening." She also suggested the slogan, "KEEP THINNER - NO FOOD AFTER DINNER," for use in promoting this method of food conservation.

County and community famine groups may find this suggestion has a wide appeal. Doctors would probably recommend the practice of cutting out 'tween-meal snacks or feasts, particularly in summertime. Persons practicing it would sleep better, feel better, and hold their weight down. If your community is one where the hostess has to serve a fourth meal at evening social events, this suggestion has great possibilities. With it could go the suggestion that the club or individual contribute the money saved to famine relief and so complete the sacrifice.

Another homemaker - from Memphis, Tenn., has issued a 4-page printed leaflet on the "Food Saving Campaign." Pointing to the great waste of food in our kitchens and elsewhere, she says: "Today, when America is faced with the most urgent demand for saving all the food possible, people must first be shown that they are wasting it, before they can be expected to save it."

Distributive Trades

Standard Brands has just turned out an attractive follow-up on the 7-point retailer program. This is a 2-color job, with no commercial credit line. Distribution calls for 35,000 copies to retail grocers east of the Mississippi River.

The May-June issue of Borden's "school nutrition topics" discusses school feeding at home and abroad.

Special emphasis is being given to potatoes and other plentiful foods in the advertising campaign now being conducted by the National Retail Dry Goods Association - which is pulling full-page ads in cities throughout the country, approximately 100 on Thursday, June 6, alone!

Public Eating Places

During the last week of May, Walter Straub, Director of the Office of Emergency Food Program, sent letters to approximately 100 food trade

specialists who served as food consultants to the Quartermaster-General during the war. Specific information was requested on (1) actual savings in flour and fats by public eating places in their communities, (2) whether swanky restaurants, hotels, and clubs were cooperating in the food-conservation program, (3) effect of the campaign on garbage collections, and (4) suggestions and criticisms on the conduct of the famine emergency program. Reports received vary greatly as to savings made. Among the findings, however, are these:

- ***Several garbage collectors handling about 550 Chicago restaurants reported "wet garbage" much reduced; "hardly a scrap of bread, no rolls or any other kind of edible garbage." Farmers feeding wet garbage to hogs complaining bitterly.
- ***Five major restaurant operators, Los Angeles, report average use of pastry flour reduced 35 percent; hard wheat flour, 25 percent; oils, 25, and fats 20.
- ***From a major hotel and eating place in Boston - a 20 percent cut in flour use, with a 15 percent increase in meals served. Various garbage collectors report no apparent decrease in collections.
- ***A Northeastern State report indicates swanky restaurants "pay little attention to either OPA regulations or other requests." Definite reduction in amount of garbage for community as a whole.
- ***From Ohio, eating places doing from 10 to 15 percent more business, but buying 15 to 30 percent less bread.
- ***From a major New York City hotel, 20 percent reduction in use of wheat products and fats and oils, and a 5 percent increase in persons served compared with a year ago. Garbage feeders in nearby Jersey area are collecting about a fourth less.
- ***Major eating place in Charlotte, N. C., reports actual savings of 34 percent of flour and approximately 25 percent fats. City officials state that they are receiving no bread now compared with many barrels previously from both homes and bakeries.

Following a new appeal from Mr. Straub, national officers of the Association of American Railroad Dining Car Officers have again appealed to dining car superintendents for greater conservation. Most complaints received in Washington the past week have come from individuals who have pointed to the need for greater conservation by dining cars and night clubs. In this connection, a rather commonly recognized need expressed by the former Army food consultants is for the development of greater public consciousness of the necessity for food conservation and of a desire on the part of the individual to participate in the emergency program.

The Chicago Restaurant Association, through its May 31 bulletin, is making a renewed effort for greater conservation of wheat products. The Association states that while restaurants generally in the Chicago area are serving only one slice of bread or toast or one roll, "there are still a few glaring instances locally where full baskets of bread and rolls are placed before the patron. These should be eliminated."

A total of 50,000 attractively-illustrated table tents emphasizing "SHARING FOOD" have been printed and distributed by the Pennsylvania Hotel Association and the Pennsylvania Restaurant Association.

* * * * *

Attached to the menu at EL PATIO, a Washington, D. C., restaurant, is the attractive card with blue-bordered top (distributed by Carstairs - Round-up May 31), which carries the following message:

PEOPLE ARE STARVING ...

Want To Help Them?

HERE'S HOW --

- * We have served you only one roll. If you want more we'll give it to you. But won't one do?
- * Please don't break up the roll unless you are going to eat all of it.
- * You can join the "Clean Plate Club" -- to cut down waste, by eating everything on your plate.
- * We are doing our part by serving you more of the foods that are plentiful -- and less wheat and flour.

* * *

